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Omnichannel Retailing Strategies
RETL 4880: Spring 2022
TR – 2:00 – 3:20 p.m.
Chilton 387

Course Instructor

Dee K. Knight, Ph.D.

Associate Professor, Merchandising and Digital Retailing

Office location

Chilton 331D

Office Hours

Tuesday & Thursday 10 – 11 a.m. and by appointment

Best way to contact me

Dee.Knight@unt.edu – Include 4880 in subject line for fastest response or Canvas Message

Course Description

This course provides a framework for omnichannel retailing, covering the wide spectrum of retail channels with emphasis on creating seamless consumer experiences while developing a competitive edge for retailers.

Course Learning Objectives

Students should be able to:

- Explain the omnichannel retailing concept.
- Discuss the opportunities and challenges of omnichannel retailing.
- Analyze consumer behavior and engagement in the omnichannel environment.
- Evaluate omnichannel management strategies including communications, payment systems, fulfillment, and consumer engagement in an omnichannel environment.
- Develop a retail omnichannel strategy.



About Your Professor – An entrepreneur, curious, and calculated risk-taker

Welcome to RETL 4880! I bring industry experience as a retail entrepreneur to our course. Prior to earning my doctoral degree in Merchandising, I was the owner operator of a retail specialty store for many years. Like some of my students, my traditional academic path was interrupted by industry experience. Many of you bring industry and life experiences to this course that will enrich our discussions and your assignments as we learn from one another.

Teaching Philosophy

My goal is to create a learning environment in which students are engaged, respected, and contributing through their questions, experiences, and insights as we work toward a common goal of mastering learning objectives and applying them in the classroom and beyond. Learning requires hard work, but I

believe it should be fun as we learn from one another and dare to ask, “why not”. Lifelong learning informs my courses to ensure the concepts, theories, and applications presented are current, relevant to the content, and valuable to you.

Content & Readings

Course content is drawn from industry papers, research reports, white papers, case studies and other readings that are **required** for students. Many assignments and exams are developed from this content.

Instructor Responsibilities and Feedback

- It is my responsibility to help students learn, provide clear instructions for assignments, identify additional resources, provide assignment rubrics, and continually review and update course content based on learning outcomes and changes in the field of study.
- Engaged students learn more, therefore, it is my responsibility to provide opportunities for engagement during on-campus classes, on Canvas, and through field research.
- Timely feedback is an important learning mechanism for students, and it is my goal to provide timely feedback of students’ work.

Student Responsibilities: Students are expected to:

- Study course content delivered in the classroom and online, including videos, readings, industry research and reports.
- Engage with the instructor and other students in the classroom and online.
- Discover resources including industry reports and research to inform assignments, class participation, and discussions.
- Complete all assignments by the due date.
- Communicate with the instructor in a timely manner when clarification or assistance is needed.

Course Requirements, Grades, and Course Schedule

Assignment guidelines, due dates, submission instructions, possible points and grading rubric are posted on Canvas under Assignments.

Academic Dishonesty

Evidence of academic misconduct in this course will be addressed according to the policies, processes and penalties explained in the UNT Handbook link:

<https://policy.unt.edu/sites/default/files/06.003.AcadIntegrity>.

Academic Misconduct means the intentional or unintentional action by a student to engage in behavior in the academic setting including, but not limited to cheating, fabrication, facilitating academic misconduct, forgery, plagiarism, and sabotage. (UNT policy:

https://policy.unt.edu/sites/default/files/06.003.AcadIntegrity.Final_.pdf)

1. In this course, the following expectations apply to ALL EXAMS:
 - You are expected to independently complete each exam.
 - Your exams are timed and automatically close; you will be unable to log in again.
 - *Evidence of the use or purchase of materials or exams completed by others will result in either a grade of zero for that exam or failure in the course depending upon the magnitude of the academic misconduct.*

2. Assignments will be submitted through Turnitin that automatically searches for plagiarism and provides a similarity score linked to original work.
 - Your goal should be a similarity score of less than 15%. You have unlimited opportunity to resubmit your assignment up to the deadline when the portal closes. This allows you to check on your score as you work on your assignment.
 - Use APA Style for any citations in your work that is not your original thought.

Forum Discussions

There are TWO due dates for each discussion forum.

- Your initial post is expected to make an in-depth contribution to the topic, raise pertinent questions related to the topic, and further the discussion.
- The student must make the initial post before they can access posts of other students.
- Deductions are taken for missing the initial post deadline.
- Use at least two sources for your initial post, one of which may be the assigned reading for the discussion.
- Reply to posts of at least two other students.
- Replies are expected to further the discussion and include at least one reference. Replies that simply show agreement or commend the student will receive no credit.

Expectations of Student Work

RETL 4880 is a senior-level course, and students should

- Use the course calendar to plan your studies and preparing your assignments.
- Meet all deadlines as stated in the course calendar.
- Late work is accepted one day late with a 20% penalty. The assignment submission portal will be re-opened for you to submit. **DO NOT EMAIL ASSIGNMENTS TO ME.**
- In the event of illness submit documentation directly to the Dean of Students. Submission portal will be re-opened on their notification.
- Final Exam Day is **May 10, Tuesday** in Chilton 387 from 1 p.m. to 3 p.m.

SPOT (Student Perceptions of Teaching)

This is a requirement for all organized classes at UNT. This short SPOT survey will be made available to you near the end of the semester. I value your feedback as I continue to develop this course.

Syllabus Subject to Change: This syllabus is subject to change when the instructor deems it necessary to achieve course objectives or to benefit students.

Assignment Summary

Schedule of assignments and assignment guidelines are posted on Canvas under Assignments and each corresponding module.

Category	Total possible points	% of Total points
Engagement	75	7.9%
Field Research	150	15.6%
Assignments	175	18.2%
Case Studies	150	15.6%

Discussions	85	8.9%
Omnichannel Project	175	18.2%
Exams	150	15.6%
Total Points	960	100%

Turnitin Notice

All works submitted for credit must be original work created by the student scholar uniquely for this class. It is considered inappropriate and unethical to make duplicate submissions of a single work for credit in multiple classes, unless specifically requested by the instructor. Do not “copy and paste” information from other sources into assignments and avoid quotations. These practices will result in high similarity scores (more than 15%) and resulted in grade reductions.

Grading Rubrics & Submission

All assignments will be assessed using an online rubric specific to that assignment. Please review each rubric so you understand the point distribution. All assignments must be uploaded within the original assignment in Canvas as this will link it directly to the grading rubric. ***Do not email assignments to the instructor.***

Meeting course deadlines: Completing work by established deadlines is expected in industry and in academia. Missing deadlines is costing in industry can be reflected in performance reviews, consideration for promotions, and even dismissal. Missing deadlines also is costly in academia. Assignments more than 24 hours late are not accepted and incur a 20% penalty.

Excused late assignments: Documentation for excused absences should be sent directly to the Dean of Students Office. The assignment submission portal in Canvas will be re-opened when the instructor receives validated notification.

Grading

Grades are not curved and are determined by total points earned. Dr. Knight awards a lagniappe for students “on the bubble” for the next highest letter grade. Students may earn a lagniappe by submitting all work on time and attend all classes.

Student Perceptions of Teaching (SPOT)

I value your feedback and encourage you to participate in this short UNT survey made available to you near the end of the semester.

Important: See the module Start Here for additional information.

Changes may be made to this syllabus when it is deemed in the best interest of students to do so.